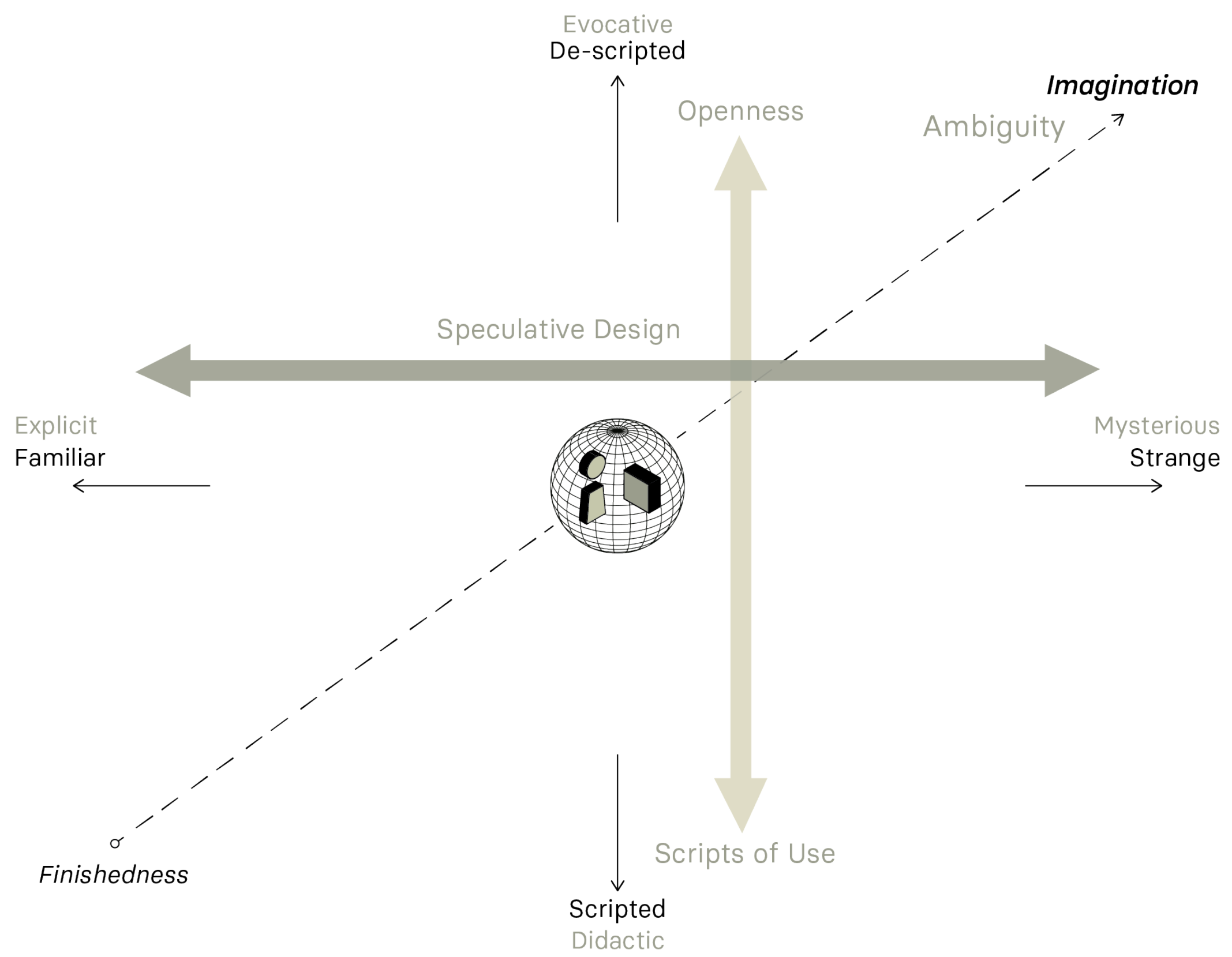




^ Familiar scripted object. Mug.



^ the framework with the design theories researched for inspirational purposes.



^ Unfamiliar scripted object. Paint bucket Opener.



^ Unfamiliar scripted object. Air dust blower.

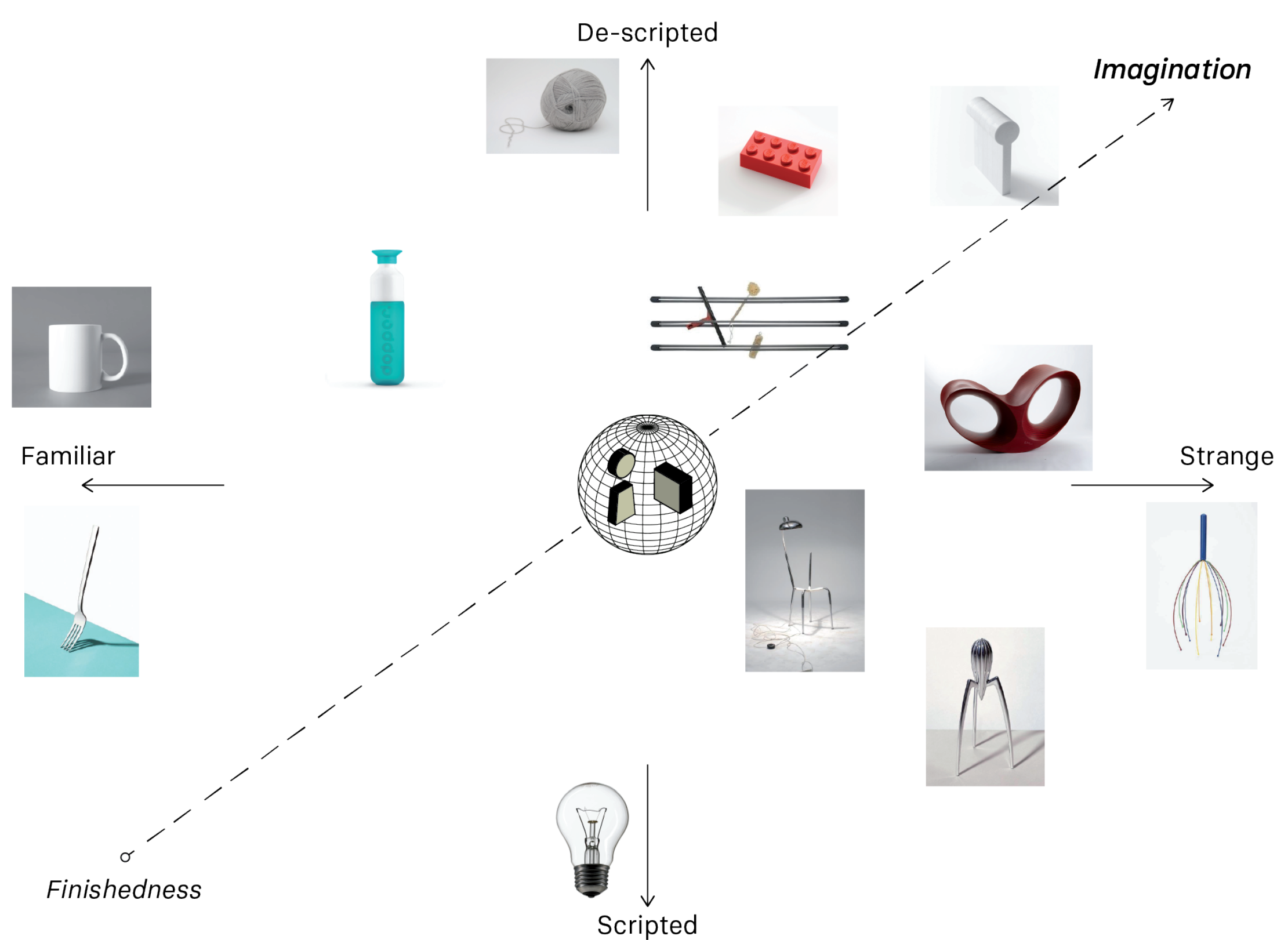
The research in this thesis is done to discover what elements play a role in evoking imagination. A framework is constituted with the elements familiarity and instructions that are believed to play a role in evoking imagination. The elements are discussed through literature research and the exploration of objects fitting in the framework. Eventually via a design experiment the influence of familiarity and instructions on imagination is tested.

The outcome of the design experiment exposed that familiarity of objects is evoking imagination in their understanding of their purpose. And the 'script', instructions inscribed in objects' is providing or limiting space for multiple interpretations creating a space for possibilities.

The understanding in how to evoke imagination is helpful to interaction design, because it can challenge our conceptions of how to challenge the user in their interaction with object and the constitution of meaning.



^ Unfamiliar de-scripted object. Block with open instructions.



^ framework filled with objects to explore the influence of familiarity and scripts.